



THIS WAS THE first Golden Rule (later J. C. Penney) Store in Provo, located on the corner of Second West and Center Street where the B & B Cafe now operates. It was called Store No. 15 in "Pay Day," a publication of J. C. Penney Co. in 1951 when the new Provo store opened at 85 W. Center. Said the caption under the picture published at that time: "Provo

(store) was opened in 1910 with G. G. Hoag as manager. He does not appear in the picture, which shows (left to right), J. W. Rickman, Mrs. G. G. Hoag (in doorway), Chauncey McKellips and an unidentified man. A year after the store opened it moved into a brand-new building at 286 West Center Street."

## Early Photos Tell Story Of Golden Rule Store at Second West and Center

A lot of water has run "under the bridge" of Provo's Second West Millrace since the Golden Rule Store (predecessor to J. C. Penney Company) was established on that street in 1910.

Although the first Golden Rule Store was established in Kemmerer, Wyo., Utah is often called the "cradle of the Penney Company" because it was the location of so many of the early stores.

The "Pay Day," a publication of the J. C. Penney Company of 1951 called the Provo Golden Rule Store at 204 West Center the 10th store in the chain to be opened and No. 15 on the present roster of stores.

But the unusual thing about the Provo store at the time was that it was the first established in a major city. Said "Pay Day":

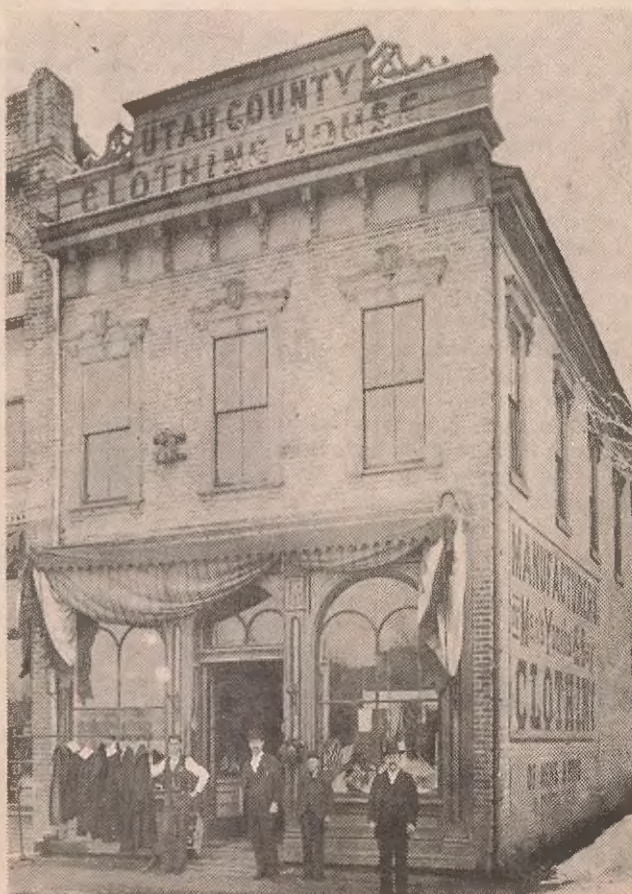
"Up to that time — 1910 — all the stores had been limited to communities of two or three thousand. But Provo, seat of Utah County, had a 1910 population of nearly 9,000!"

According to records of Clyde P. Crockett of Provo, who was manager of the J. C. Penney Company Store here for 28 years, the Golden Rule opened for business at its Second West and Center Street location Sept. 6, 1910.

### Four Locations

That was the first of four J. C. Penney locations in Provo. From 1912 to 1936 the store was at 286 W. Center. Then, from Feb. 25, 1936 to Nov. 8, 1951 the Penney Store was at 177 W. Center. In 1951 it moved into a new building at 85 W. Center, its present location.

The late Mrs. J. Dwight Billings was believed to have been the first Golden Rule



THIS PICTURE shows the building at Second West and Center (about 204 W. Center) as it looked when occupied by a tailor-clothing house prior to 1910 when the Golden Rule Store occupied it. Photo was furnished Clyde P. Crockett, former J. C. Penney Co. manager here, by the late Walter Taylor, whose father was a pioneer Provo photographer.



# New Kind of Satellite

Salute

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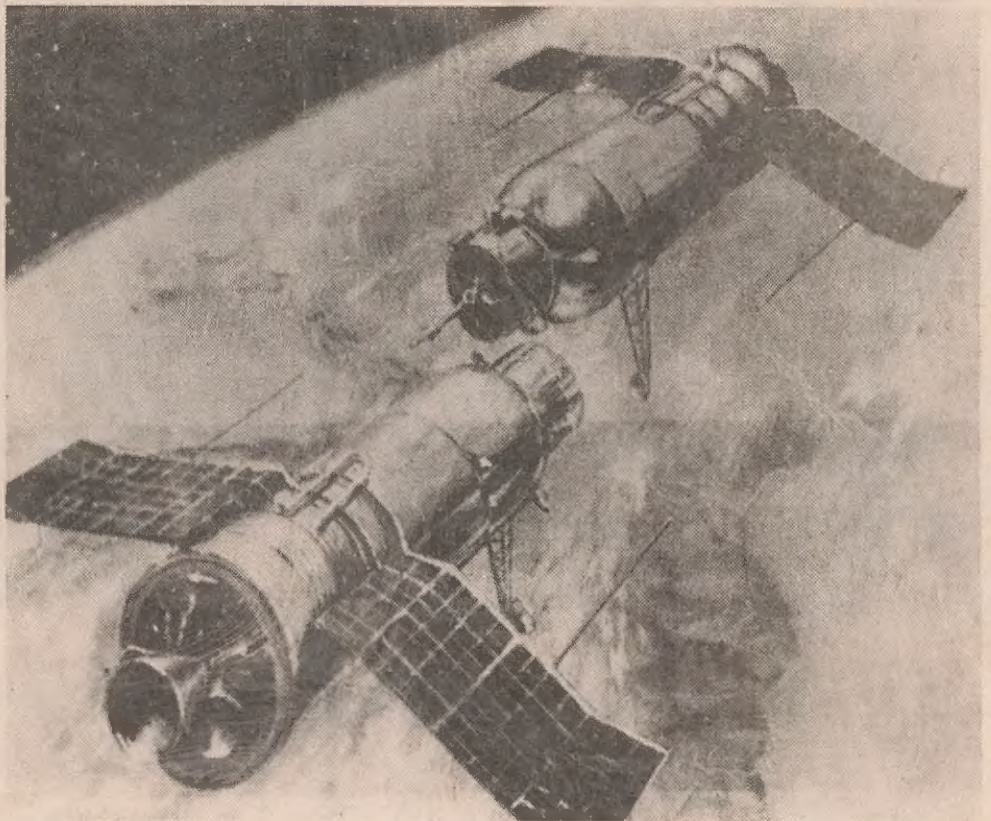
the peak of 543,400 reached April, 1969.

The commander of South Vietnamese forces engaged in an offensive in the A Shau valley said today he may ask for support from U.S. armor in addition to the already-provided help of American infantry, artillery and helicopters.

U.S. spokesmen said two F105s and B52s bombing the Ho Chi Minh Trail in Laos fired on North Vietnamese antiaircraft early today in a "protective reaction" strike when they received electronic indications the Communists were preparing to fire on the bombers. One of the sites was in Laos and the other in North Vietnam. There was no indication whether the strike missiles fired by the American planes had any effect.

Middle East  
Situation  
Worsening

United Press International Israeli Deputy Premier Yigal Allon left abruptly for Washington today to discuss the worsening Middle East situation brought about by the formation of an anti-Israel coalition linking Egypt, Libya



**THIS IS SOVIET ARTIST'S concept of space linkup by two manned Soyuz-type ships. The Soviet Union today launched a mysterious new satellite called "Salute" and western**

space experts speculated it was the first stage of an effort to build a manned orbital platform.

UPI Cablephoto

## Court Asked To Honor Ali's View

WASHINGTON (UPI) —The attorney for former heavyweight champion Muhammad Ali asked the Supreme Court today to honor the boxer's claim to conscientious objector status on grounds he opposes war in general.

A seat was reserved for Ali, but he did not show up as his counsel, Chicago attorney Chauncery Eskridge, and U.S. Solicitor General Erwin Griswold presented their arguments on the appeal of Ali's conviction for resisting the draft.

Eskridge contended that the Justice Department misled

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## May Be Basis For Building Space Station

MOSCOW (UPI)—The Soviet Union today launched a new kind of satellite called "Salute" and scientific sources said it will be the basis of a lengthy project to build the first manned station in space.

A report by the Soviet news agency Tass did not specify if Salute was manned but the scientific sources said it was not. They said there will be more launches in the coming days involving manned vehicles which will rendezvous with

Salute and begin the construction project.

They predicted the mission will be complex, spectacular and lengthy—running several weeks.

The name "Salute" never before has been used for Soviet spacecraft, suggesting that it is a new type build especially for the space station mission.

Table Tennis Players  
Home; 1st U.S. Group

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